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CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY



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PREFACE

The Faculty of Tourism and Business Logistics in Gevgelija, at the Goce Delcev University - Stip, hosted the First International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public.

In this way, we want to promote the Faculty of Tourism and Business Logistics, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,
December 2017

Editor
Nikola V. Dimitrov Ph.D. *Dean*

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TOURISM DEVELOPMENT TRENDS IN PRIZREN

Naser M.Bresa¹, Zlatko Jakovlev²

Abstract

Trends of Tourism development in Prizren are a tradition based on many factors like: hospitality, special places to welcome the tourists, traditional food and interweaving multi-ethnic cultures.

The purpose of this paper is to reflect the actual annual state of tourism in the city of Prizren as well as the places tourists come from.

For this research both qualitative and quantitative research methods are used or the statistics from the relevant institutions in Kosovo, including the direct contacts with the hotels' managers, info-centres and the databases of the touristic objects.

The results of this research paper are promising and encouraging for Prizren especially, which means the demands are increasing- about 5-7 % every year. In other words local and international tourists find Prizren an attractive and impressive place.

This research paper is relevant, accessible and reliable because it is based on the actual state of databases and practical facts such as: the number of local and international tourists, databases of hotels, the number of tourists they accommodate and the services they offer: daily stays or more.

Key words: Prizren, a city with 104 objects, cultural- historical-religious attractons

Introduction

If we should begin from the resources that lead us towards cultural, historical and strategic development of the city of Prizren, we may refer to the icon of athletics that stays in the London museum "Prizren runner 5000 years old" as a prove that this place has had a sports culture as well as all the conditions for tourism development for a long time.

Tourism in the city of Prizren and its periphery is not on the proper level of organisation, because there is an absence of development policies from the institutions on a local and central level.

Based on statistics available in the relevant agency sector, it can be seen that Prizren is visited by local and international tourists, these derive from the reflection

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of active subjects in the field of tourism as well as from the independent companies like info centres and other relevant sectors.

Prizren offers qualitative and quantitative access including: social and cultural, traditional, ethnological, multi-ethnic resources and is comprehensive in standardizing the requests of tourists. One of the concerns raised until now by independent institutions is whether Prizren is using the resources for tourism development.

The beginnings of tourism development in Kosovo/Prizren

Related to the tourism development in Prizren and beyond, we can undoubtedly conclude that Prizren was a centre of tourism and free market turnover since ancient times.



A picture of the the “Runner of Prizren”, The national museum in London, 5000 years old.

This icon, kept in one the most important museums in the world, shows that Prizren as a civilized place existed from a long time ago, more specifically 5000 years ago. “The Runner of Prizren” clearly shows that cultural and entertainment activities, were developed here, above all sports activities.

The city of Prizren is an ancient museum with tradition, a city with cultural and historical monuments, a total of 400 of both mobile and fixed. Prizren has mediterranean climate. March is a month when people enjoy the “Drini i bardh” river. On the other side, not more than 25 km further, they go skiing (Prevala).

Based on the requests of time to explre the accomplishments in the field of tourism both past and contemporary, we used the method of analysing the archived documents and the documents offered by reliable institutions of our country. Other infromation from the outside of the country or international ones are also used.

Prizren has more than a thousand year old traditon in the field of tourism development, from the ancient times when generally there where appointed locations for hospitality called “Han”-Inns, a name that derives before 1912, by the travellers with caravans through the “Ignatia line” (“Linja Ignatia”) that connected these civilization centres:

Dubrovnik, Montenegro, Albania, Kosovo, “Sharri” mountains, Tetovo, Thessloniki, and Istanbul.

Tourism has obvious roots from 1990-1999, after the war many hotels in Kosovo and especially in Prizren were almost out of order, since were used as a public house for many military sectors. The post-war situation was very tense, all the objects belonged to the public sector or to any social organization that never had the chance to be well-organised. Another problem was safety as a crucial element for tourism development, which was helped by the events of 2004, that created a disbalance in the aspect of security. Anyway, tourism in Kosovo has a fast growth. In the city of Prizren the number of tourists increases 5-7% annually, based on Kosovo agency of statistics. Tourists in Prizren come from Asia- more specifically from Turkey; then from Germany, France, England, Greece, and the Scandinavian countries.



Theranda Hotel, symbolizes how autochthon the city is. “Theranda” derives from Illyrian time, and is special because it is placed in a historical area, with a view of the Lumbardh river and “Stonebridge”.

Tourism trends of 2016

Based on the statistics that the Republic of Kosovo presented here in the official format, tourism in Kosovo has started to be observed in official way thorough relevant instruments from 2008 and on.

According to the facts, Kosovo has not any older results of tourism development even though tourism has been continuously developing, since the post-war period.

The Ministries and the Kosovo agency of statistics have initiated to describe this information especially after digitizing where almost every detail is shown and updated in their official page, always referring to the statistical data shown in the table form. Based on the so far data, it can be concluded that the number of local and international visitors is increasing every year.

The number of local and international tourists-2008/2016

Period	Number of visitors		Nights	
	Local	International	Local	International
2008	19,678	24,616	22,602	46,910
2009	52,631	36,318	54,876	76,042
2010	44,662	34,382	45,123	76,394
2011	42,044	30,349	44,757	65,584
2012	49,973	48,790	52,008	90,968
2013	45,380	50,074	54,867	83,883
2014	46,477	61,313	55,274	102,066
2015	60,200	79,238	81,372	120,669
2016	45,579	83,710	62,211	131,785

In this table, the general number of local and international tourists is described within a year, starting from 2008 until 2016, on the country level where daily tourists, and tourists that stay more than one night are included. It is characteristic that the international tourists use the hotels more than the local tourists. If we make a comparison between these two groups, we are able to notice many differences, i.e. in 2008 one-day local tourists had 19,678, whereas in the same year there were 24,616 international tourists. When considering the tourists who stay a night or more in Prizren, definitely the bigger number belongs to the international tourists: local tourists, 22.602, whereas the international tourists amounted to 46,910. In 2016 this number eventually increased in favor of the international tourists, 131.785 and local tourists 62,211 per night.

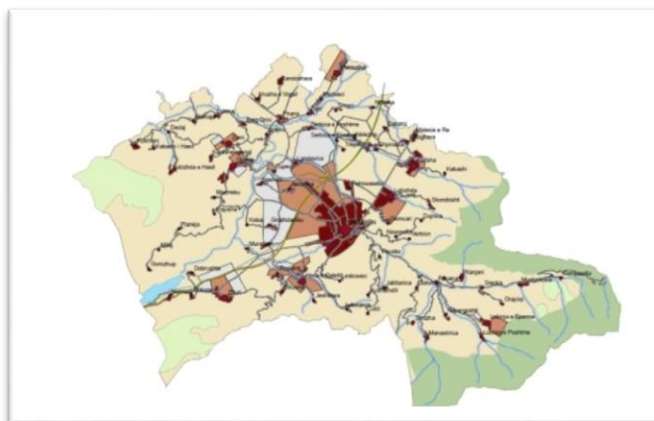
The percentage of tourists in Kosovo-Prizren 2009\2016

	Gjakova	Gjilan	Mitrovica	Peje	Prizren	Prishtine	Ferizaj	In Total %
2009	2.25	5.58	2.54	3.36	1.83	11.56	5.43	6.77
2009	2.14	5.67	2.62	6.35	3.13	13.82	10.27	8.73
2009	3.13	4.75	2.33	9.03	3.55	15.25	7.73	9.5
2009	2.4	3.77	2.32	5.63	2.6	20.23	15.51	11.63
2010	1.77	3.39	2.65	4.73	2.1	14.64	9.69	8.51
2010	2.28	1.96	2.96	5.1	3.74	19.32	9.09	10.71
2010	2.35	3.36	3.62	6.62	5.03	11.01	7.83	7.58
2010	1.58	2.64	2.63	5.62	6.8	10.25	7.67	7.2
2011	0.48	2.79	2.66	1.8	1.99	12.04	6.61	6.62
2011	2.49	3.21	2.15	5.56	5.04	16.94	5.04	9.61
2011	2.78	5.5	3.01	4.29	3.79	10.49	6.9	6.93
2011	1.21	3.16	2.61	4.71	2.51	13.72	5.26	7.72
2012	1.04	2.1	2.87	3.78	1.88	10.57	5.65	6.15
2012	2.25	3.68	2.47	12.47	4.12	14.35	23.76	10.93
2012	2.5	3.73	2.86	5.44	5	21.43	5.94	11.66
2012	2.56	3.4	2.94	3.83	4.28	21.51	4.61	11.26
2013	2.28	2.54	2.83	3.77	2.54	16.84	4.99	8.98
2013	1.55	2.82	2.69	3.32	4.86	16.27	5.45	9
2013	1.63	2.34	2.85	11.04	7.92	15.98	4.87	10.21
2013	1.64	3.48	2.99	3.77	4.57	18.43	12.58	10.64
2014	2.32	2.24	2.22	2.6	5	16.9	5.46	9.19
2014	2.32	2.49	2.49	12.43	5.88	20.59	3.41	11.95
2014	4.3	3.34	2.65	12.95	6.12	20.46	2.96	12.17
2014	3.78	1.73	2.3	14.48	4.29	17.21	2.1	10.48
2015	3.71	2.74	4.6	24.45	3.13	28.47	5.23	15.2
2015	4.44	3.85	3.88	12.41	8.9	26.85	8.43	15.7
2015	5.44	4.51	6.53	24.33	11.67	25.05	4.93	17.07
2015	4.64	2.41	2.97	9.04	6.92	27.51	6.21	14.43
2016	2.84	3.59	5.78	11.22	6.54	28.6	2.76	14.58
2016	6.3	5.08	4.52	11.04	8.19	26.32	7.89	14.18
2016	6.53	6.86	5.29	22.63	11.03	25.26	3.74	16.31
2016	5.39	2.43	4	9.17	5.36	17.52	4.38	10.11
					5.01			

Table 3: based on the survey, the capacity used on the country level is 10.11%, for more details look at the table no 3, in which the exploitation of hotel capacities in Kosovo is arithmetically presented. Prizren is one of the most attractive cities where tourism takes a very important place, even though the percentage of tourists in this city is not delightful. Including all these cultural, ethnological and historical values the touristic aspect is still represented with only 5.01%

Prizren and its territorial organization

Factors that influence the tourist offer: in expanding the tourism development, a road infrastructure plays a very important role. The Republic of Kosovo in general and Prizren in particular is making very serious steps in road infrastructure regulation. Prizren has an extraordinary extension in km², with 74 villages, 200.000 inhabitants, all of them are asphalt streets, not only the roads that lead you to the village but the roads inside the village too are almost all asphalted or with concrete cubes in rural areas because of the difficult field. In trends of tourism development, Prizren is in the final stage of canalization including the remote villages through training projects of water pollution that is in the implementation stage, since its feasibility is finished. Another crucial factor for tourism development is the drinking water from the south hydrographic system, as well as the waste collecting system by the relevant companies that infiltrate till the central landfill.



The geographic map of Kosovo, and the plan of the city of Prizren

Hotels and their capacity

There is a tendency in the growth of building hotel objects fast all over Kosovo from a symbolic number 3-4 hotel per city (in the main cities), this number surpasses 120 hotels.

This research paper is based on data provided by Kosovo agency of statistics that is ranked in a precise way, then data provided by the hotels of Kosovo, also including the object of this research that is the city of Prizren, also a comparison between the cities is indicated. The numbers show that Kosovo in general and Prizren in particular is in a stage of tourism development, with other accompanying factors that influence tourists' interests are discussed here: infrastructure, hotel service, other services, food quality, etc.

Kosovo	Region	The number of hotels	The number of rooms	The number of beds
1	Gjakova	18	298	470
2	Gjilani	15	221	282
3	Mitrovica	6	149	181
4	Peja	21	453	844
5	Prizreni	12	364	741
6 6	Prishtina	34	1.147	1.585
7	Ferizaj	15	288	336
	In total	121	2.92	4.439

The table shows the capacity the hotels in Kosovo have, number of rooms and beds. The results are based on the Kosovo agency of statistics, where the correct general number of the hotels is presented.

According to the presented statistics, the first place is taken by the capital city of Kosovo- Pristina, in the second place comes Peja, whereas Prizreni is ranked on the third place related to the number of hotels it can offer, even though the number of hotels is relative, based on the trends of tourism development provides a vigorous one. In addition to the number of hotels, it is very important to look at the quality and the safety they are able to offer. Prizren presents a center with cultural and historical values, as well as with multi-ethnic inheritance (Albanians, Turks, Bosnians, Serbs,

and RAE community), It also it has a multi-religious inheritance (Muslim, Orthodox, Catholic) and is very specific for the cultural way of hosting the tourists.



This is a picture of the object of “The League of Prizren” that symbolizes one of the most important Albanian events and stimulates extraordinary tourism. This object dates since 1878 and is the place where for the first time the convention of the representatives of the Albanian nation against ottoman forces was held.

Considering the religious objects with historical and cultural values in the city of Prizren, there is plenty of material. These objects are presented in tourist guides that generate the interest of the visitors because of the ethno-cultural values they possess.



A picture that presents hammam of Gazi Mehmet Pasha, an object that possesses cultural and historical values from the time of the Ottomans, has served for

a long time as a public bathroom but now this object is being renovated and it serves for different exhibitions, generally different pictures.

The most important activities in Prizren that influences the tourism development

Prizren is characterized with different activities promoting cultural and historical values, but also the traditional values are not left behind.

1. The month of tourism May-June- during this month, special organizations as well as guides get organized to host and guide the tourists. In this period the security level increases, different exhibitions of crafts are presented, and also the conditions to enable businesses to host tourists in the best way are established. The preparation of tourist guides includes organizing round tables with tourists with discussion character, concerts and other attractive events for the city of Prizren.

2. Carnivals for tourists- July, is characterized with expositions of local products, bio products, traditional clothing as well as plenty of information about handicraftsman as well as lots of information done by the guides or leaflets and books of different character.

3. An event that every year is making a revolution of tourism development, even though the time this event lasts is short, about ten days, Doku Fest is the peak of the year when the local and international tourists mostly visit Prizren. It is a festival of documentary films.

The etymology of the name. This name derives from the word typical of the area Doku- come and see, and fest- festival. An event that has years of organization, and which is held in August. There is no statistic about the people who come to see this event, nor the organizers keep the data since the number is very big. In order to gather the approximate data of the frequency of tourists during these 10 days, the hotel data is checked and they indicate that there are no free rooms during this period.

It can be concluded that during these days of the festival, the number of tourists frequenting the hotels and inns passes 15.000.

4. "The Lily of Prizren" is held in September and is a song festival of entertaining music including the traditional one- specific of the area. During this period, we have an increase of the number of tourists (local tourists show more interest).

5. Study trips and student excursions from all over the country, especially during May and June include visits to the objects of cultural and historical values.

6. The children festival- October, an event that generates the children's interest mostly. This event keeps up the number of tourists when it starts falling from the summer season.

Conclusion

The past and the present of Prizren serve as an assurance for the future basing this on the trends of tourism development from before the war or 1999, also the post-war period, 1999 and on. On the country level, we can see an increase from 5% to 7%, in some cases we can see an annual growth to 10% and more, as well as local and international tourists, one-day stay or more. Prizren as the central object of this research, it is in the stage of establishing the necessary conditions to offer favourable

services in order to stimulate tourists to come more than what is predicted, we believe that this is how Prizren is supposed to be, attractive to the tourists, both local and international.

The analysis and discussion of results in this research paper with scientific elements can be concluded that tourism in general in Kosovo is not thriving considering the capacities it possesses, little is happening in Prizren considering the historical and cultural monuments it has. This city has a periphery of 74 villages of different ethnicities with more than 100.000 citizens concentrated in the urban area and together with the periphery there are about 200.000 people according to the statistics. There are 4- star hotels, in both the rural and the urban area.

It should be pointed out that events with cultural character like “Doku fest” and similar celebrations like “the days of Liberty” in June associates with the date of “the League of Prizren”, these events make the flood of local and international tourists possible.

As a conclusion tourism is a powerful asset for economic development, it must be worked on in different aspects like lobbying in order to create more favourable conditions and the quality level. We think that Prizren until 2018 should make special plans for developing all kinds of tourism, most likely Prizren after 2025 will have 15% to 20% increase based on the trends of tourism development in the region and beyond.

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